

**THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of: **OFER SHEM TOV, et al.**

Filed : **Concurrently herewith**

For : **PERSONALIZED VISITOR PAGES**

Serial No. : **Concurrently herewith**

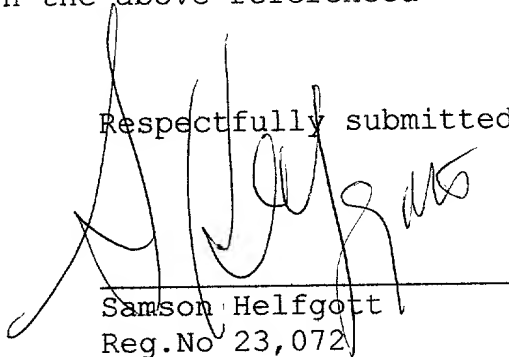
Assistant Commissioner of Patents  
Washington, D.C. 20231

**SUB-POWER OF ATTORNEY**

S I R:

I, Samson Helfgott, Reg. No. 23,072 attorney of record herein, do hereby grant a sub-power of attorney to Linda S. Chan, Reg. No. 42,400, Harris A. Wolin, Reg. No. 39,432, Brian S. Myers, Reg. No. 46,947 and Michael Markowitz, Reg. No. 30,659 to act and sign in my behalf in the above-referenced application.

Respectfully submitted,



Samson Helfgott  
Reg. No 23,072

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